AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method of verifying the authenticity of goods having public data and a security code applied thereto, said security code having been derived by means of a predetermined encryption algorithm by encrypting said public data applied to the goods and one of a plurality of private data sets held by a verifier, the method comprising:

receiving a request for verification,

receiving the public data,

generating a list of verification codes, each of said verification codes being generated by said predetermined encryption algorithm by encrypting said received public data and one of said plurality of private data sets associated with the received public data, and

comparing said security code applied to the goods with said list of verification codes to assess the authenticity of goods.

2. (Previously Presented) A method according to claim 1, wherein the verifier maintains a log of requests for verification and, upon receiving a request for verification,

compares the public data applied to the goods with the data held in the log to assess the authenticity of goods.

3. (Previously Presented) A method according to claim 1, wherein the public data includes a batch number.

4. (Previously Presented) A method according to claim 1, wherein the public data includes date information.

5. (Previously Presented) A method according to claim 1, wherein the private data includes an item number.

6. (Previously Presented) A method according to claim 1, wherein said public data and said security code is incorporated into the design printed onto the goods as reversed out characters, blends or tints.

7 - 14. (Cancelled)

15. (Currently Amended) Apparatus for verifying the authenticity of goods having public data and a security code applied thereto, the security code having been derived by means of a predetermined encryption algorithm by encrypting said public data applied to the goods and one of a plurality of private data sets held by a verifier, the apparatus comprising:

an input device for receiving a request for verification and public data; and

a processor configured to generate a list of verification codes, each of said verification codes being generated by said predetermined encryption algorithm by encrypting said received public data and one of said plurality of private data sets;

wherein the processor is configured to compare said security code applied to the goods with said list of verification codes to assess the authenticity of the goods.

16. (Cancelled)

17 (Previously Presented) A method to verify the authenticity of goods having public data and a security code applied thereto, said security code having been derived using a predetermined encryption algorithm to encrypt the public data applied to the goods and one of a plurality of private data sets held by a verifier, the method comprising:

the verifier receiving a request for verification of said goods and obtaining the public data associated with the goods to be verified;

applying the obtained public data to generate a list of verification codes wherein each of said verification codes is generated using the predetermined encryption algorithm to encrypt the public data and one of said plurality of private data sets;

comparing said security code applied to the goods with said list of generated verification codes, and

authenticating the goods to be verified if the security code corresponds to at least one of the generated verification codes.